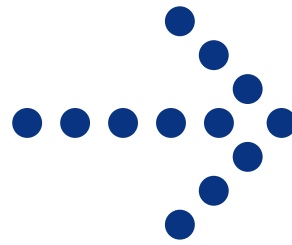


# Connected Experience



## Lonely Planet connects its global community with Windows Phone 7

For more than 30 years, Lonely Planet guides have taken travellers to the 'end of the road'. In today's world the travel guide company is embracing a new challenge: bringing their insights and spirit of adventure to travellers with a digital world at their fingertips.

As the next step in their digital strategy, Lonely Planet engaged Object Consulting to develop and implement an application for the launch of the new Windows 7 phones.

The TOP CITIES 2011 application - an extract of Lonely Planet's annual highlights to the year's best journeys and experiences - includes inspirational images, as well as information that helps take travellers to unique, out-of-the-ordinary destinations around the globe.

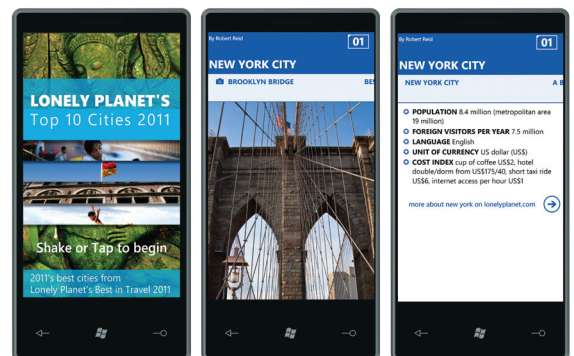
The application is designed to help Lonely Planet grow its worldwide community, by leveraging Windows Phone 7's information and social networking strengths to inspire travellers towards taking the trip of a lifetime.

*"The speed with which we were able to turn our Best of Travel 2011 from a print product into an inspiring preview app is testament to Object Consulting - and the strengths of the Windows Phone 7 platform."*

*Jeremy Kreitler, Lonely Planet.*

**Within a matter of weeks from initial brief, Object Consulting developed and implemented Lonely Planet's Top Cities 2011 sampler application: a set of inspiring images and information on travel destinations adapted for the touch capabilities of Windows Phone 7 handsets.**

**The rapid development was also made possible by a close working relationship between Lonely Planet and Object - through which both parties contributed complementary expertise to jointly deliver a highly successful customer offering.**



## Challenge: Accessing travel information anywhere

Since the first Lonely Planet travel guides were stapled together in the 1970s, the company has grown to become one of the world's largest and most-loved independent travel publishers.

One factor in the company's success has been its willingness to engage with readers, by receiving, sharing and crediting traveller tips.

In recent years, Lonely Planet has increasingly leveraged the online world to reach customers. The company has built an award-winning website with podcasts, downloadable maps and more resources to get travellers returning time and again for the latest news.

The next step in the company's digital strategy is to extend their reach to travellers' mobile phones, making it easier than ever for travellers access Lonely Planet's beyond-the-ordinary information about travel destinations.

## Solution: WP7 app for spontaneous adventures

Lonely Planet worked with Object Consulting with an inkling of an idea to adapt its TOP CITIES 2011 guide to the most exciting travel destinations of the year. The aim was to present an extract of the guide on the Windows Phone 7, the next generation of phones with touch capabilities that have users touching, sliding and shaking their phones to access information.

Within weeks, Object Consulting had turned the idea into a preview application, which was ready for download at the Australian launch of the Phone 7 platform.

The application draws on the shared knowledge and passion of Lonely Planet's staff, authors and online community, with extensive information and first-hand tips on highlights and out-of-the-ordinary city features.

## Result: sharing a passion for travel with WP7 users

Within its first month, the Top Cities 2011 preview app had been downloaded hundreds of times from the Windows Phone 7 marketplace.

For customers, the free application helps them gain experienced-traveller-tips as they plan trips.

At a wider level, the solution also helps Lonely Planet engage directly with its customers – sharing and passing on observations and insights that help build its global family of travellers.

Moreover, because the Phone 7 platform extends Microsoft's powerful development environment for tablet, PC and Surface devices, it also provides a feature-rich, cost-effective platform for future developments.

Lonely Planet's Jeremy Kreitler comments,

***"Lonely Planet has grown to be a globally-loved brand by being the trailblazers rather than followers. First in print and now on a variety of mobile devices."***

***"As we navigate the digital world, we're pleased to have a partner like Object Consulting to enable us to participate on new platforms – which helps Lonely Planet, our staff, contributors and global community all share our love of travel."***

## Object Consulting

Object Consulting is Australia's leader in delivering enterprise business solutions. We work with organisations to effectively create and execute on digital strategy, including mobile, multi-touch and cloud. With over 20 years of experience, Object's consulting, development, training and support services keep their customers at the forefront of innovation.

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